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● PETER STUYVESANT, the Rothmans International subsidiary, is putting £500,000 ($940,000) into the creation of an upmarket UK tour operating company, Peter Stuyvesant Travel. Page 13

Stuyvesant moves into travel

BY ARTHUR SANDLES IN LONDON

PETER STUYVESANT, the Rothmans International subsidiary, is putting £500,000 ($940,000) into the creation of an up-market tour operating company – Peter Stuyvesant Travel.

The move is bound to alarm travel retailers since Stuyvesant has decided on a direct-sell operation, by-passing the normal 10 per cent mark-up. The company will be spending £300,000 in advertising over the next few weeks bringing the new travel name to public attention.

Stuyvesant hopes to be carrying 10,000 people a year within three years. The company aims to be "a serious entry into the quality end of the market," according to Mr Nick Redfern, marketing director.

The group carried out a two-year pilot study of the market, operating holidays to the Greek islands. It expects a turnover of £2m in 1982

Direct selling has been a growth area in travel over recent years.

Stuyvesant insists, however, that it will not be indulging in price-cutting. "We saw a need for high-quality long and short-haul holidays, with no attempt to cut corners," said Mr Redfern last night.

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31 December 1981

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Source: https://www.industrydocuments.ucsf.edu/docs/sglm0000